

**FOR IMMEDIATE RELEASE:**

Contact: Patricia Azriel  
Director of Communications  
[pazriel@yccf.org](mailto:pazriel@yccf.org)  
717.848.3733

February 24, 2011

## **York County Nonprofits Recognized at Nonprofit Innovation Awards**

**York, PA** – York County nonprofits were well represented at the 2011 Nonprofit Innovation Awards, which were held yesterday at the Lancaster County Convention Center. Winners in three of the five categories represented York County, as did several nominees. Joanne Riley, president of The Cultural Alliance of York County, won in the category of Nonprofit Leadership Excellence; YorkArts, led by Kevin Lenkner, won in the category of Brand Identity/Unique Marketing Campaign; and York County Children’s Advocacy Center, led by Deborah Harrison, won in the category of Collaboration.

A total of \$9000 in grant money was awarded to five area nonprofits from the Lancaster, Dauphin/Cumberland and York regions at the 12<sup>th</sup> annual *Nonprofit Innovation Awards* breakfast (a full list of winners and all finalists follows below). Nearly 400 people gathered at the Lancaster County Convention Center to celebrate the good works of the 35 organizations and nonprofit leaders being honored.

Event emcee and CEO/Publisher of the *Central Penn Business Journal*, David A. Schankweiler, addressed the audience saying, “As I stand here I am looking at a room full of leaders who inspire our youth, our physically and mentally challenged and our less fortunate neighbors to do more. You inspire many to learn more through arts and education and most importantly you inspire us as a region to dream more and become more.”

This awards program was developed by the *Central Penn Business Journal* in partnership with the Lancaster County Community Foundation, the York County Community Foundation and The Foundation for Enhancing Communities in order to reward operational ingenuity with both monetary prizes and public acknowledgement of the good work these organizations do for midstate communities.

The award recipient in the “Nonprofit Leadership Excellence” category, Joanne Riley of The Cultural Alliance of York County, Inc., took home a check for \$1,000 made payable to her organization. The winners in the other four categories each received a \$2,000 check. Those organizations were: YorkArts, York County Children’s Advocacy Center; Ephrata Cloister Associates and Central Pennsylvania Food Bank.

To be eligible for nomination, organizations had to be recognized by the IRS as a 501(c)3 entity and had to be located in and service the counties of Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry and/or York.

(more)

A judging panel from the partnering community foundations scored all of the nominations. In the categories of Brand Identity Unique Marketing Campaign, Collaboration, Management Operations and Programs each nominee was rated based upon originality, effectiveness, measurability and the potential for the innovation to be used as a model for other organizations. Nominees in the Nonprofit Leadership Excellence category were ranked on their innovative thinking and management practices, collaboration with partners and contributions to their organization's long-term capacity.

The 2011 *Nonprofit Innovation Awards* are presented by Highmark Blue Shield, are a program of the Central Penn Business Journal and are sponsored by: Brown Schultz Sheridan & Fritz; Metro Bank; Philadelphia Insurance Companies; Suasion LLC; Temple University Harrisburg NEST; Netrepid, Inc.; Schaedler Yesco Distribution; Harsco Corporation; and Rutan Productions. The awards are given in cooperation with: The Foundation for Enhancing Communities, the Lancaster County Community Foundation and the York County Community Foundation.

For more information about the *Nonprofit Innovation Awards*, please contact the event coordinator, Colleen Jones, with the *Central Penn Business Journal* at (717) 236-4300 or [ColleenJ@JournalPub.com](mailto:ColleenJ@JournalPub.com).

Founded in 1961, York County Community Foundation creates a vibrant York County by engaging donors, providing community leadership, and investing in high impact initiatives while building endowment for future generations. York County Community Foundation granted \$2.5 million in 2010.

-30-

### **2011 Nonprofit Innovation Awards Finalists & Winners**

*(List is organized by category. Winner of category is listed first, finalists in alphabetical order following that. Information provided is the organization name, city, county and innovation)*

**BRAND IDENTITY/UNIQUE MARKETING CAMPAIGN:** These nonprofit organizations were innovative in using a new marketing concept to attract financial support, volunteers and/or clients.

- \*WINNER\* **YorkArts** – York, York Co. – *“Creative York Cultural Resource Guide”*
- **Mission Central** – Mechanicsburg, Cumberland Co. – *“Development Folder”*
- **Safe Harbour Inc. (Safe Harbour Homeless Shelter)** – Carlisle, Cumberland Co. – *“2011 Calendar”*
- **The Second Mile, Southcentral Region** – Camp Hill, Cumberland Co. – *“Celebration of Leadership”*
- **Water Street Ministries** – Lancaster, Lancaster Co. – *“WSM Brand Development Program”*
- **YWCA York** – York, York Co. – *“Walk a Mile In Her Shoes<sup>®</sup>”*

**MANAGEMENT OPERATIONS:** These nonprofit organizations were innovative in adopting sound management principles that have led to a significant increase in the organization's ability to meet its Mission and organization to achieve cost savings and better employee-to-client communication.

- \*WINNER\* **Ephrata Cloister Associates** – Ephrata, Lancaster Co. – *“Implementation of Additional Visitors Services”*
- **Neighbors in Christ** – Newville, Cumberland Co. – *“New Improved Techniques in Client Interviewing”*
- **York Jewish Community Center** – York, York Co. – *“Strategic Planning”*

(more)

**COLLABORATION:** These nonprofit organizations were successful in executing an innovative program with another organization(s) to accomplish a common goal.

- **\*WINNER\* York County Children's Advocacy Center** – York, York Co. – “*SAFE Nurse Team Partnership*”
- **Dauphin County Historical Society** – Harrisburg, Dauphin Co. – “*2010 History Center*”
- **Dress for Success South Central PA** – Harrisburg, Dauphin Co. – “*Strategic Outreach to Job Training Programs*”
- **The Factory Youth Center** – Paradise, Lancaster Co. – “*I Can Help*”
- **Humane Society of Harrisburg Area, Inc.** – Harrisburg, Dauphin Co. – “*Animal Exchange Program*”
- **Keystone Art & Culture Center** – Lancaster, Lancaster Co. – “*Lancaster Creative Reuse*”
- **Lancaster General Health** – Lancaster, Lancaster Co. – “*Girls on the Run*”
- **Sarah Lynn Strohmman Foundation** – Mechanicsburg, Cumberland Co. – “*Social Education Program*”
- **theConnection Ministries** – Harrisburg, Dauphin Co. – “*theConnection*”
- **York County Alliance for Learning** – York, York Co. – “*YCAL/YCEDC Affiliation*”

**PROGRAMS:** These nonprofit organizations created and implemented a program or event locally to increase the effectiveness of their missions.

- **\*WINNER\* Central PA Food Bank** – Harrisburg, Dauphin Co. – “*Pennsylvania Fresh Spaghetti Sauce Project*”
- **BARAK, Inc.** – Harrisburg, Dauphin Co. – “*Trashcan Transformers Youth Management Team*”
- **Delaware Valley Golden Retriever Rescue Inc.** – Reinholds, Lancaster Co. – “*Project Home Life (Rehabilitation of Puppy Mill Breeder Dogs)*”
- **Family First Health** – York, York Co. – “*Dental Outreach Program*”
- **ForSight Vision** – York, York Co. – “*Beep Baseball Team - Blind Baseball*”
- **Garden Spot Village** – New Holland, Lancaster Co. – “*Garden Spot Village Marathon*”
- **Harrisburg Young Professionals** – Harrisburg, Dauphin Co. – “*Home In the City*”
- **The National Civil War Museum** – Harrisburg, Dauphin Co. – “*In Their Footsteps*”
- **National MS Society, Central PA Chapter** – Harrisburg, Dauphin Co. – “*What a Difference a Day Makes*”
- **York Little Theatre** – York, York Co. – “*Summer Teen Master Class Program*”

**NONPROFIT LEADERSHIP EXCELLENCE:** This category identifies and recognizes an exemplary nonprofit leader whose accomplishments have advanced his/her organization and field of service.

- **\*WINNER\* Joanne Riley**, President, *The Cultural Alliance of York County, Inc.* – York, York Co.
- **Theotis W. Braddy**, Executive Director, *Center for Independent Living of Central PA* – Camp Hill, Cumberland Co.
- **Daniel P. Elby**, CEO, *Alternative Rehabilitation Communities, Inc.* – Harrisburg, Dauphin Co.
- **Kenneth Harrison**, Executive Director, *The S. June Smith Center* – Lancaster, Lancaster Co.
- **John H. Kondravy**, Co-Founder, President, *ORCA-Organization for Responsible Care of Animals* – Lancaster, Lancaster Co.
- **Jural Toby**, President & CEO, *Harvest of Blessing, Inc.* – York, York Co.